

**South Park Stakeholders Group – DISI Committee Meeting**  
**Tuesday, March 12, 2014, 8:30 AM**  
**1333 S. Hope St, Los Angeles, CA 90015**

**Committee Members:** Terri Toennies, Robin Bieker, Nate Nusbaum

**Staff:** Jessica Lall, Amanda Irvine, Anna Webb, Jessica Mandelbaum

**Guests:** Natalie Matsumoto, Priscilla Waiman, Marilou Calderon, Bob Quarfoot, Noah Riley, Gee Padilla, Shelby Russell

**MINUTES:**

Meeting called to order at 8:31am.

<b>Item</b>	<b>Discussion</b>	<b>Action taken?</b>
<b>1. Public Comment</b>	<p>Terri called meeting to order at 8:31am. Introductions around the table.</p> <p><b>Jessica:</b> DISI Committee meetings are informal, and meets every other month, 2<sup>nd</sup> Wed. Committee is the working arm of the board, talk out ideas and make recommendations to the board. Think about ideas critically. Expectation is to be here when you can. We keep minutes and are subject to the Brown Act. We are a 501c6 non-profit which gives up the ability to lobby.</p>	<b>No action taken</b>
<b>2. Discussion on South Park BID Sponsorship Framework</b>	<p>Jessica: The Board has been discussing creating a frame work that we can evaluate requests for sponsorships by. We have outlined a policy/policy framework and have guiding principles.</p> <p>Does the BID want to sponsor any events? We have to decide how the money would be distributed and where it would come from.</p> <p>We can consider giving in-kind sponsorships.</p> <p>Do we want the BID to give out hard dollars for sponsorship? We are hoping to grow a pool of money to allocate for certain special events. From assessment revenue, we can figure out how we will determine who gets sponsorships from the bid.</p> <p><b>Terri:</b> Total amount do we have a general figure on an annual basis?</p> <p><b>Jessica:</b> our total budget for marketing is about 19% of total</p>	<b>Terri motions to move forward with in-kind sponsorship plan, with all requests coming to the DISI committee first, and not having an application or other specified process. Nate 2nds, ALL in favor. None opposed.</b>



<p>budget.</p> <p>Recommend that no more than \$5-10K starting low one yr. and see how that pans out. Amount of non-assessment revenue is up in the air right now, because this is all brand new to the BID.</p> <p>Something we want to consider is what that money can be spent on.</p> <p><b>Nate:</b> Is there any other BID's that do this, do they give out sponsorships?</p> <p><b>Jessica:</b> Most BID's have tried and recommend not doing it, but we will have a very detailed outlined. Lots of bids are being watched of how they are spending their money.</p> <p>In terms of precedence: we did sponsor one event, ULI for about 3K in turn we got them to give us 10 tickets and we used those to give out and we made a lot of great contacts. We work with so many organizations that will invite us. Other than that we have said no to everyone else.</p> <p><b>Jessica:</b> What are some of the stakeholders for thoughts?</p> <p><b>Priscilla:</b> Who has asked for sponsorships?</p> <p><b>Amanda:</b> they range, it varies.</p> <p><b>Bob:</b> hospital gets a lot of calls asking for sponsorships. How do we determine what the value is for the bid? This component is important in deciding if its worth it to give money.</p> <p><b>Terri:</b> once you get the assessment dollars it gets a bit more subjected.</p> <p><b>Pricilla:</b> what does the BID need and what can the organization in question do for the BID?</p> <p><b>Jessica:</b> Generating revenue is what the BID needs.</p> <p>There is the BID and there is the neighborhood, we must be mindful of the neighborhood.</p> <p>We sponsored an earthquake awareness evening but used capital funds. EVO disaster event for \$2500; it was a last minute board decision.</p> <p>It was run by a residential organization.</p> <p><b>Amanda:</b> it's important to keep in mind of our in-kind contributions.</p> <p><b>Terri:</b> do in-kind fit the same perimeters or does it all depends on who is putting the event on?</p> <p><b>Jessica:</b> we don't want to completely shut out possibilities, maybe sending out a lump sum the board can allocate an</p>	
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	<p>amount. The board can always decide if it makes sense to give all or none of the funds for events. Not obligating us.</p> <p><b>Terri:</b> non assessment revenue rolls over?</p> <p><b>Jessica:</b> it ends with the life of the bid which is 5 years</p> <p><b>Priscilla:</b> are we looking at this money to be allocated with enough time?</p> <p><b>Jessica:</b> if we set the timeline in advance we will not have issues with deadlines for assessment revenue. We can't allocate money we don't know that we have.</p> <p><b>Amanda:</b> have a list of categories of types of events that would be acceptable.</p> <p><b>Robin:</b> we did the ULI last March.</p> <p><b>Gee:</b> Is there a marketing plan?</p> <p><b>Jessica:</b> yes our marketing plan talks about events. There is money in our budget for our own events.</p> <p><b>Gee:</b> what is the objective in giving out these sponsorship?</p> <p><b>Jessica:</b> it would have to benefit the district. These events should be in the neighborhood and fulfill South Park objectives.</p> <p><b>Gee:</b> In-kind assets: media assets, we could bring to the table partnerships, others to get involved with the community.</p> <p><b>Jessica:</b> do we want to give hard cash to any event and is it appropriate? Question to stakeholders: what benefits South Park how it is going to benefit the BID? How is money being spent?</p> <p><b>Gene:</b> the idea behind this, having events, sponsorships, what the opportunities for the BID are.</p> <p><b>Nate:</b> what is the best interest for the BID, subjective to the stake holders, there are plenty of ways to help, there are other ways the BID can be helpful. It's better not to have a policy that will hold u down.</p> <p><b>Jessica:</b> who thinks the bid should have a policy to give out in-kind?</p> <p>A sort of policy to giving out hard cash?</p> <p><b>Terri:</b> Recommends we state that we do not give hard cash but if they meet certain criteria or ask 6 month prior to events for in-kind it can be considered.</p> <p><b>Shelby:</b> Decisions should be made as event comes about and if everyone agrees then we should go for it.</p> <p><b>Jessica:</b> we just want to make sure what we do is defendable.</p>
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	<p><b>Noah:</b> what is the number amount of the in-kind? <b>Jessica:</b> there is no exact number, we don't have money sitting around that is allocated. <b>Pricilla:</b> We need a policy just in case. <b>Jessica:</b> Terri has put forward a motion. Everything is subject to change. <b>Shelby:</b> doesn't agree with no dollars hard cash. <b>Jessica:</b> Co-sponsoring an event is different than giving sponsorship/in-kind. <b>Gee:</b> distensions are different; dollars should be allocated if something comes up. <b>Jessica:</b> good discussion, we will bring this back to the board to be voted on.</p>	
<b>3. Discussion on South Park BID Branding Campaign</b>	<p><b>Jessica:</b> Branding campaign: Working with a marketing consultant on a branding concept for what we put out. For media, something other than our logo. 'Adventures in South Park' or 'Find yourself in South Park'. This will help highlight things in and around South Park. To identify some of the things that are existing in the South Park. We want something timeless and classic.</p> <p><b>Amanda:</b> (showed everyone in some samples/idea for the Branding Campaign.)</p> <p><b>Jessica:</b> we want to get everyone's input, what do you think of this concept?</p> <p>Discussion and feedback: photo backdrops out in the district; people can use hash tags.</p> <p><b>Terri:</b> loves the branding idea</p> <p>Everyone in meeting is in agreement with moving forward with a branding campaign.</p> <p><b>Marilou:</b> props to South Park BID.</p> <p><b>Noah:</b> what is the message for the branding? What is it that the neighborhood needs?</p> <p><b>Jessica:</b> we have had a lot of conversations and feel the need to bring awareness of South Park. We see ourselves as the high end of DTLA. We have the hospital, more parks coming, and the first Charter school in DTLA. Making sure what we do is relevant.</p> <p>Cultivating what has been, making sure the branding fits that pallet. Feedback from group is important.</p> <p><b>Gee:</b> likes the Find yourself in South Park. Likes the</p>	



	<p>branding campaign. Community can take ownership from. Maybe invite the community to brainstorm what the branding idea should be?</p> <p><b>Priscilla:</b> it would be nice to bring the South Park name up on a broader level a national level.</p> <p><b>Terri:</b> most people have never heard of South Park, we need to brand globally not just in the district.</p> <p><b>Jessica:</b> the BID goal is to make sure we coordinate with businesses here in South Park. We don't want to have to spend tons of money on this branding concept.</p> <p><b>Shelby:</b> making a statement that will capture attention. Find one statement to get people to want to come back and get people engaged in the community.</p> <p><b>Amanda:</b> this is the first time we are discussing this branding idea for the bid.</p> <p><b>Noah:</b> suggesting having discussions about branding to prep work for spectrum of ideas, ways to move forward to capture what South Park is.</p>	<p><b>Noah will look in his building for local artists for ideas on a look for the branding campaign.</b></p>
<p><b>4. Review South Park Mobile App</b></p>	<p><b>Amanda:</b> We finally launched a mobile app from our website. It will be ready in about a week through Google Play and Amazon.</p> <p>People will be able to report issues, put name date, and attach a picture. You can see events in the district and it can lead u to our twitter account, a map of the area, photo albums and a list of resources in the district and a contact page. We will let you know when it is available.</p> <p><b>Terri:</b> when a call comes in for a report on graffiti or clean who does it go to?</p> <p><b>Amanda:</b> it goes to an email for clean and safe; it gets logged into out Accendo internal database.</p> <p><b>Jessica:</b> The mobile app did not cost the BID any money. Its simple, the goal was to make it user friendly and that it is. Amanda has done all the work on this. We will send out a note to everyone when it is up and running. If anyone has ideas please let Amanda know.</p> <p><b>Marilou:</b> will this save the office time?</p> <p><b>Amanda:</b> hopefully yes.</p>	<p><b>No action taken</b></p>
<p><b>5. Review of South Park</b></p>	<p>The Sponsorship Deck is for anyone interested in a partnership with South Park.</p>	<p><b>No action taken</b></p>



<b>BID Sponsorship Deck</b>	<p>Kiosk is out and running. If there are any materials that anyone would want out on the Kiosk please let us know and we will make sure they are put out.</p> <p>Showed banner of what we sent out for approval. We are still looking at how many banners we can put out and locations.</p> <p>We have allocated money to put street banners out. Time limit is 90 day increments and can renew up to 4 times a year, we can keep them up for about a year.</p>	
<b>6. Updates</b> <b>a. Bisnow event</b>	<p><b>a.</b> Bisnow: premier commercial real-estate. They want to do an evolution event in the district. They want to do 2 dedicated panels on South Park. A discussion on DTLA as a whole. We will consider what our role is. Event is in May.</p> <p><b>JMandelbaum:</b> a very well put together event. To have South Park as a feature is a great opportunity.</p> <p><b>Jessica:</b> we will be working with their committee.</p>	<b>No action taken</b>
<b>b. Banner Program</b>	<p><b>b.</b> Showed banner of what we sent out for approval. We are still looking at how many banners we can put out and locations.</p> <p>We have allocated money to put street banners out. Time limit is 90 day increments and can renew up to 4 times a year, we can keep them up for about a year.</p>	
<b>7. Other Business</b>	<p><b>Nate:</b> Thanks South Park for advertising the 5K heart of the city and it is dog friendly.</p> <p><b>Gee:</b> ramping up summer nights, free events across LA.</p> <p>Amanda: LA Weekly. Taco Landia talking about the event being held in South Park.</p>	<b>No action taken</b>
<b>8. Next Meeting</b>	May 14, 2014.	

Terri motions to adjourn meeting at 10:08 AM. Nate Nusbaum 2nds.

**NEXT STEPS:**

- **Jessica will:**
  - Organize meeting with Noah re: other possibilities for branding campaign

- Move forward with Bisnow event scheduled for May
- **Amanda will:**
  - Relay to Linh Ho, Marketing Consultant, that we will not be moving forward with branding campaign artist yet.
  - Collect feedback on the mobile app

**Minutes taken by Anna Webb, staff.**